

LEO BURNETT U.S.A.

A DIVISION OF THE BURNETT COMPANY, INC.

ADWRK122-01 REQW18632 "BEAT INFLATION SMOKE A BUCK" -PAGE 4/C 10-1/4X12-1/4 LIFE/DND ROP, 1990

Printed in U.S.A.

BEAT INFLATION SMOKE A BUCK



**Buck the System.
Full rich flavor,
not full price.**

Available in Kings & Kings Lights.

Kings: 16 mg "tar," 1.1 mg nicotine - Kings Lights:
11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

95¢ suggested retail price.

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